

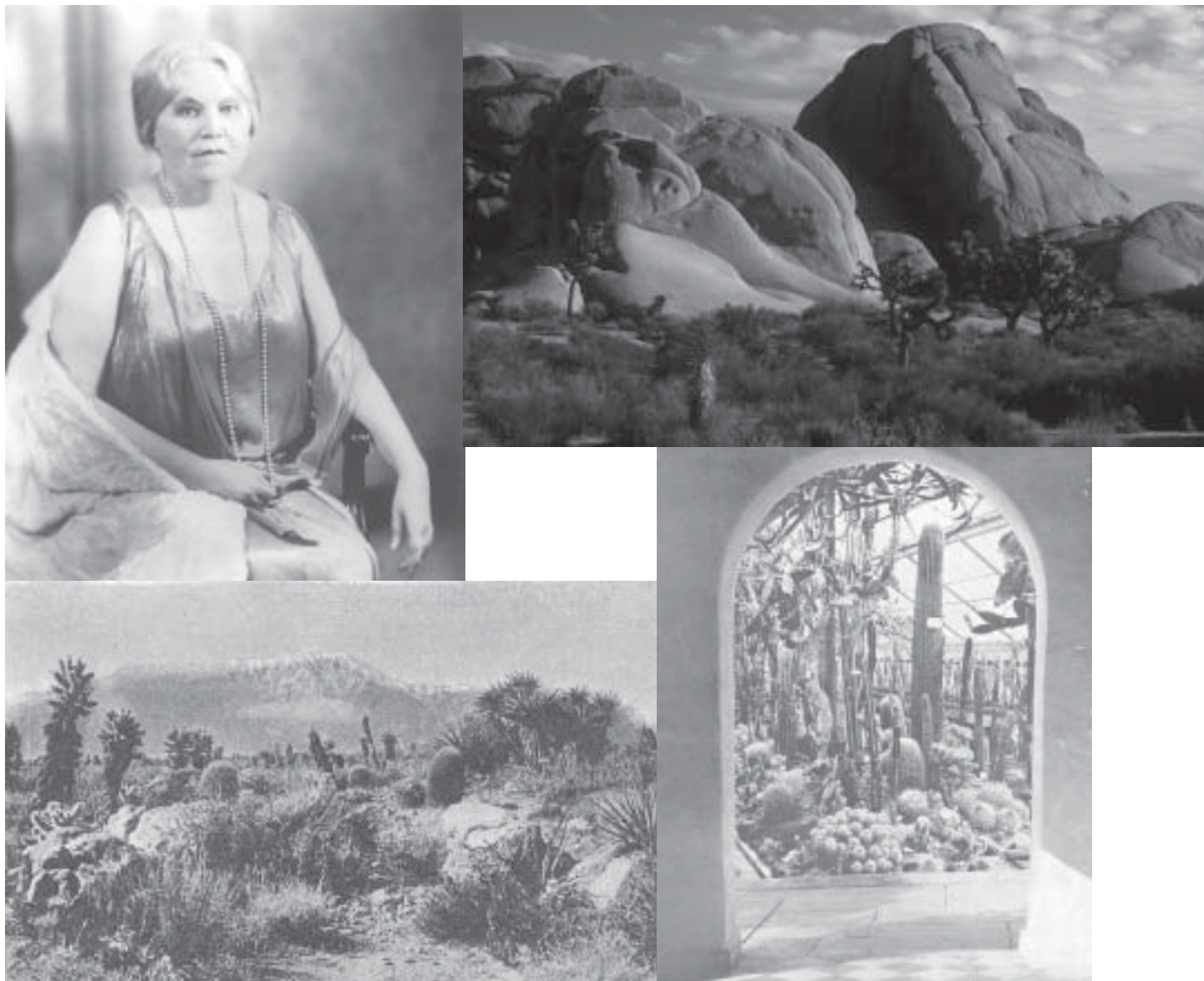
National Park Service
U.S. Department of the Interior

Joshua Tree National Park
Joshua Tree National Park Association



A Public Art Project at Joshua Tree National Park

Call for Proposals, Instructions and Guidelines



The Founding of Joshua Tree National Park, A Public Art Project

Project Guidelines

This project is made possible by a generous grant from an anonymous private donor.

Joshua Tree National Park announces a call for proposals for a public art project to commemorate the people and the history behind the founding of the park. First established as a national monument by President Franklin Roosevelt, the park owes its existence to the tireless efforts of Minerva Hamilton Hoyt who led a campaign that resulted in the establishment of Joshua Tree National Monument in 1936. The 1994 Desert Protection Act passed by the U.S. Congress added 234,000 acres to Joshua Tree and redesignated it as a national park. On October 31, 2004, Joshua Tree National Park will celebrate its 10th anniversary and plans to dedicate a painting telling the story of the park's establishment and honoring Minerva Hamilton Hoyt.

Proposals should meet the criteria and requirements given below. A park-based Review Committee will evaluate all submitted proposals and make the final selection.

Eligibility: All artists with demonstrated fine art skills and experience in outdoor public art projects are welcome to submit proposals.

All proposals should contain the following elements:

- An artists portfolio demonstrating the artists skills and showing examples of past work relevant to the project. Color slides (limited to no more than 20), brochures, exhibition record, artist biography, and press clippings are acceptable materials in support of your proposal. CD-ROMs and DVDs with digital images of your work in industry-standard formats are also welcome.
- Name, address, phone number, web site address (if available) and email address of the artist.
- Recommendations for materials to be used, display of the work, and long term conservation.
- A detailed project budget.
- References from prior clients.
- A self-addressed, stamped envelope for return of your materials.

The artist selected for the project will be required to meet the following conditions:

- Travel to the site for at least one project planning meeting with key project backers.
- Submit a preliminary sketch and color maquette prior to creation of the final, completed work.
- Composition of the painting must take into account a native desert plant garden that is planned for the site as part of the project and which will occupy the space immediately in front of the work.
- Supply ultraviolet-resistant mural paint and all materials used in the creation of the artwork.
- A final original work must be completed and delivered no later than October 20, 2004.
- The artist must be available for a one-day public dedication event.

Project Schedule

April 16, 2004	Proposals from artists due
April 30, 2003	Winning artist announced
May-June, 2004	On-site meeting w/key project coordinators
July 1, 2004	Submission of preliminary sketch
August 15, 2004	Submission of color maquette (small-scale painting)
October 20, 2004	Delivery of completed work
October 30-November 13, 2004	One-day public dedication event (date to be determined)

Completed proposals must be received no later than April 16, 2004 at the following address:

Executive Director
Joshua Tree National Park Association
74485 National Park Drive
Twentynine Palms, CA 92277
760-367-5583 (FAX)

Cover photos, clockwise from upper left: (1) Minerva Hoyt (photo, courtesy Ruth Sanders family collection), (2) Jumbo Rocks area, Joshua Tree National Park, NPS photo, (3) Kew Gardens, London, England (original photo by Fred William Carter, reprinted from *The Western Woman*, Vol. VI, Dec. 1929-Jan. 1930), and (4) Devil's Garden area, near Palm Springs, California (Wyman photo, reprinted from *The Western Woman*, Vol. VI, Dec. 1929-Jan. 1930).

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Project Overview

To commemorate the 10th anniversary of passage of the Desert Protection Act, Joshua Tree National Park plans to dedicate a large public painting depicting events and characters connected with the establishment of Joshua Tree National Monument in 1936.

The Story

The central character in the story is Minerva Hamilton Hoyt, a South Pasadena resident, who dedicated her life to the preservation of desert landscapes and led a lengthy campaign to have the high desert area between Twentynine Palms and Palm Springs preserved as a unit of the National Park System.

The painting should depict in a heroic style some of significant events and locations associated with Mrs. Hoyt's life, principally the desert landscape of Joshua Tree National Monument, her desert garden exhibits, her Pasadena, California home and garden, the Devil's Garden area near Palm Springs, the cactus forests near Tehuacan, Mexico, Death Valley National Park, Anza-Borrego Desert State Park, and the Kew Gardens of London, England. Woven into the tableau should be some of the key people connected with Mrs. Hoyt's life. Joshua Tree National Park has a variety of historic photos showing the people and locations connected with Mrs. Hoyt's life.

Other significant characters in the story include Mrs. Hoyt's husband Dr. Albert Sherman Hoyt, landscape architect Frederick Law Olmstead, Jr., California Governor James Rolph, President Franklin Roosevelt, Secretary of the Interior Harold Ickes, Mexican President Ortiz Rubio, National Park Service Director Arno Cammerer, Yellowstone Park Superintendent Roger Toll, Park Service Chief Scientist Dr. Harold Bryant, botanist Phillip Munz, desert ecologist Edmund Jaeger, and photographer Stephen Willard.

The Site

The painting will be located on the east wall of the Oasis Visitor Center at park headquarters in the town of Twentynine Palms (see site photos). The finished work should be completed on high quality materials suitable for outdoor display in a desert environment where high temperatures and ultraviolet light are often extreme. The east wall is partially sheltered by a decorative roof façade of concrete Spanish tiles. This shades the painting after 11:00 a.m. for most of the year.

A key element of the site will be the native desert plant garden located immediately in front of the painting site and separated from the nearby parking area by a low wall. The National Park Service intends to plant the garden area immediately in front of the painting with native desert cacti and other plants that were featured in Mrs. Hoyt's traveling desert plant exhibits displayed in New York, Boston, and London in the late 1920s. The garden, as much as possible, should be integrated into the story depicted by the painting so that the two function as supportive elements. The planted garden, besides representing an important fact of Mrs. Hoyt's life, will also discourage people from approaching the painting too closely.

Other Considerations

- The maximum wall size is 7' by 28'.
- The National Park Service will conduct site preparation and hang the finished work.
- The National Park Service will purchase and install exterior lighting and will consider lighting recommendations from the artist.
- The project budget is \$5,000 to cover all artist expenses including travel and on-site housing.
- Joshua Tree National Park will feature the selected artist and the project on its park web site for a one-year period following the painting's dedication.
- The selected artist will also be eligible to participate on a non-competitive basis in the park's Artist-in-Residence program during 2005. This program is operated by *Park Stewardship through the Arts (PASTA)*. For more information on the Artist-in-Residence program see the PASTA website: www.artmojave.org



Project Ranking Criteria

How Proposals Will Be Judged

“The final work should be a source of public inspiration and lead our visitors to a relationship of lifelong care for this special place.”

Curt Sauer
Park Superintendent

Proposals submitted under this call will be reviewed and evaluated based on the following criteria.

- 1. Experience of the artist with public arts projects involving the creation of large, original paintings.*
- 2. Appropriateness of the recommended materials and proposed conservation treatment for a site exposed to the high heat and ultraviolet radiation endemic to a desert environment.*
- 3. An artistic style that best portrays the richness of the historical events associated with the park’s establishment and that will foster attitudes of public care and concern for the park.*
- 4. An enthusiasm for the project that demonstrates the artist’s intent to work with the project organizers to maximize the public benefit of the painting and the dedication event.*
- 5. Demonstrated intent to meet the projects timeline and budgetary restraints.*

All proposals will be evaluated by a panel knowledgeable of the park and possessing experience with the public arts projects. Panel members include:

Mr. Curt Sauer, Superintendent, Joshua Tree National Park
Mr. Paul Smith, Board of Directors, Joshua Tree National Park Association
Mr. Tim Terrel, Director, Park Stewardship through the Arts
Ms. Nancy Downer, Executive Director, Joshua Tree National Park Association
Mr. Joe Zarki, Chief Naturalist, Joshua Tree National Park

Proposals received after
April 16, 2004 will not be
considered.

Questions about the Joshua Tree National Park Art Project should be directed to:

Joe Zarki, 760-367-5520
Nancy Downer, 760-367-5537

Facing Page- Views of the Oasis
Visitor Center project site. Photos
show the wall where the painting
will be hung, the native plant garden,
and the parking area and side-
walk that face the project site. The
native plant garden will be renovated
as part of the project.